

COURSES IN SURVEY RESEARCH
UNIVERSITY OF MINNESOTA
1992-1993

CURA RESOURCE COLLECTION

Center for Urban and Regional Affairs
University of Minnesota
330 Humphrey Center

MINNESOTA CENTER FOR SUR  VEY RESEARCH

UNIVERSITY OF MINNESOTA

SEPTEMBER 1992

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The Minnesota Center for Survey Research
University of Minnesota
2122 Riverside Avenue
Minneapolis, Minnesota 55454-1320

Telephone: 612/627-4282

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INTRODUCTION

There are many courses at the University of Minnesota that address topics relevant to survey research. The following list includes only those courses in which at least 25 percent of the primary focus is on survey research. This information on courses has been assembled by the Minnesota Center for Survey Research (MCSR) at the University of Minnesota. For further information on the classes, call the departmental contact, the instructors, or MCSR.

Readers are urged to confirm the scheduling of course offerings.

NOTES:

- # Indicates that the consent of instructor is required to register for the course.
- () Percent of time spent on survey research will be shown at the end of the course description in parentheses.

COURSES LISTED BY FIELD OF INSTRUCTION

AGRICULTURAL AND APPLIED ECONOMICS

College of Agriculture

Departmental contact: Ben Senauer, Professor, 625-5724.

AgEc 5550 Food Marketing Economics

Joint Day/Extension

Prereq. AgEc 3101

Winter '93

Economics of food marketing in United States. Covers food consumption trends; consumer food behavior; food expenditure and consumption data; consumer survey methodology; the food distribution and retailing system; food policy issues related to food marketing. Students pursue individual and group projects. Meets concurrently with FSCN 5474. Senauer, Asp. (20%)

AGRICULTURE, FORESTRY, AND HOME ECONOMICS

Office of Special Programs

Departmental contact: Richard Krueger, Professor and Extension Specialist, 624-2221.

AgEd 5247 Evaluating Extension Education: varies

Day School

Summer Session '93

This course is offered at the Minnesota Extension Summer School held annually in Duluth. Under this general course number different topics may be covered each year. In one year the topic may be exclusively telephone and mail survey methods, another year may cover focus groups, etc. Meets concurrently with HEED 5247. Krueger. (Up to 100%)

AGRONOMY AND PLANT GENETICS

College of Agriculture

Departmental contact: Vernon B. Cardwell, Professor, 625-6754.

Agro 5055 Methods in Farming Systems Research and Extension
Day School
Winter '93

Introduction to theory and practice of interdisciplinary and holistic approaches to complex farm, rural family, and community problems. Techniques in problem identification and development of desirable and feasible alternatives appropriate for domestic and international situations. Cross-listed with AgEd 5055. Cardwell, Leske. (35%)

CURRICULUM AND INSTRUCTION

College of Education

Departmental contact: Barbara Taylor, 625-2545.

AdEd 8100 Research in Adult Education
Day School
Prereq. #
Fall '92

Review and analysis of current research and research procedures in adult education. Williams. (25%)

EDUCATIONAL PSYCHOLOGY

College of Education

Departmental contact: Wayne Welch, Professor, 624-4095.

EPsy 5243 Practicum: Survey and Observational Research Methods
Day School
Prereq. EPsy 5220, EPsy 5221 or equiv
(Not offered '92-'93)

Planning, development, implemetation, analysis, and reporting of survey and observational methods: questionnaires, interviews, and various observational techniques. Welch. (60%)

FAMILY SOCIAL SCIENCE

College of Human Ecology

Departmental contact: Katharine Witherow, Assoc. Administrator, 625-8771.

FSoS 5205 Introduction to Family Research Methods
Day School
Prereq. FSoS 3260 and FSoS 5200
Winter '93

Logic and philosophy of scientific method. Family research questions and objectives, standards for evaluating family research, techniques of data gathering (qualitative and quantitative methods), analysis, reporting and writing.

FSoS 8266 Family Research Methodology I
Day School
Prereq. FSoS 8255
Fall '92

Various research approaches, research design, and instrument development used to study the family. Students design and conduct pilot research projects. Olson.

FOOD SCIENCE AND NUTRITION

College of Human Ecology

FSCN 5474 Food Consumption Economics
Cross listed with AgEc 5550. See Agricultural and Applied Economics for course information.

FOREST RESOURCES

College of Natural Resources

Departmental contact: Alan R. Ek, Professor and Department Head,
624-3400.

**FR 5130 Geographic Information Systems in
Natural Resource Analysis**

Joint Day/Extension

Prereq. senior, grad, or #

Spring '93

Introduction to the application of geographic information systems (GIS) to natural resource and regional planning studies. Theory and technical points, emphasis on applications. Hands-on experience with microcomputer. Case study, including map digitizing, data processing, and generation of map products. Queen. (25%)

FR 5200 Aerial Photo Interpretation

Day School

Winter '93

Types, characteristics, procurement, preparation, viewing, and interpretation of color, black and white, and color infrared aerial photographs; basic aerial photography; introduction to mapping; applications to resource surveys. Bauer. (100%)

FR 5212 Natural Resources Inventory

Day School

Prereq. AgET 3030 or equiv computer programming course with FORTRAN or BASIC language,

Math 1142 or Math 1211, Stat 3081 or Stat 5021

Spring '93

Measurement of stand variables, forest products, forest growth and yield. Elementary statistics. Sampling methods for estimating characteristics of natural resources and resource use for management decision making. Lecture and laboratory. Burk. (80%)

FR 5220 Remote Sensing, Forest Resources Inventory

Day School, offered at Cloquet Forestry Center

Prereq. FR5200, FR5212

Fall '92

Use of aerial photographs in property boundary location, interpretation and classification of forest vegetation types. Application of sampling methods for estimating natural resources and resource use for management decision-making. Bauer, Ek. (80%)

FR 5262 Remote Sensing of Natural Resources

Day School

Winter '93

Introduction to remote sensing for natural resource inventories, land use analyses, and environmental monitoring activities; photographic, thermal, multispectral, and radar sensing procedures; airborne and satellite systems; visual and computer-assisted analysis techniques; oriented toward an interdisciplinary audience. Martin, Queen. (25%)

FR 5412 Advanced Remote Sensing

Day School

Prereq. FR 5220

Spring '93

Working knowledge of quantitative remote sensing. Both theoretical basis and practical aspects, including energy-matter interactions, radiation measurements and sensors, and digital image analysis. Bauer. (60%)

See also NRES 5210 and NRES 5220.

GEOGRAPHY

College of Liberal Arts

Departmental contact: Helga Leitner, Associate Professor,
625-9010.

Geog 5701 Field Research
Day School
Summer '93

Research design of empirical studies. Survey and case study research. Methods of data collection: design and reliability of various forms of questionnaires, observational methods, content analysis. Data analysis: data screening, simple statistical analysis, and representation. This course includes a field component. Leitner, Weil. (30-50%)

HUMPHREY INSTITUTE OF PUBLIC AFFAIRS

Departmental contact: Karen Schuster, Administrative Secretary,
625-3497.

PA 5310 Policy and Evaluation Research
Day School
Prereq. #
Spring '93

Varieties of quantitative and qualitative methods for use in policy analysis, formulation, and evaluation; alternative frameworks for understanding policy. Measurement, experimental design, survey research, evaluation research, fieldwork. Eustis. (25%)

INDUSTRIAL RELATIONS

Carlson School of Management

Departmental contact: Dr. Brian McCall, 624-2500.

IR 8001 Introduction to Quantitative Methods and Techniques for Industrial Relations
Day School and Joint Day/Extension
Offered: Fall '92, day and evening
Winter '93, evening
Spring '93, day

Industrial relations problems identified. Application of descriptive and inferential statistics including probability, hypothesis testing, confidence intervals, analysis of variance, and bivariate linear regression and correlation. Introduction to computer software, hardware, for problem solutions and exercises. Ahlburg, Budd, Keane, McCall, Noe. (25%)

IR 8011 Intermediate Quantitative Methods and Techniques for Industrial Relations
Day School and Joint Day/Extension
Prereq. Stat 5021 or IR 8001
Offered: Fall '92 day and evening
Winter '93, day and evening
Spring '93, evening

Theory and applications of alternative quantitative methods and techniques in the formulation and analysis of various industrial relations problems and practices. Cases, problem sets, and computer exercises. Ahlburg, Budd, Keane, McCall, Noe. (25%)

JOURNALISM AND MASS COMMUNICATION

College of Liberal Arts

Departmental contact: Dan Wackman, Director, 111 Murphy Hall,
625-0020.

Jour 5501 Communication and Public Opinion I

Day School

Prereq. 16 credits in social science

Winter '93

Extension Spring '93

Theories of the communication process and of persuasion and attitude change. Functions of interpersonal and mediated communication. Tims. (30%)

Jour 5531 Communication and Public Opinion II

Day School

Prereq. Jour 5501 or Soc 5355

Spring '93

Advanced study of theories and research findings on opinion formation, persuasion, diffusion of information. Social science contributions to studies of the process and effects of mass communication. (50-75%)

Jour 8501 Seminar: The Process of Quantitative Mass Communication Research

Day School

Prereq. 12 credits in social science, statistics or concurrent reg.

Fall '92

Survey of quantitative research methods. Emphasis on the relationship between theory and research, concept explication, measurement, instrumentation, and design issues. Methods introduced include social survey, content analysis and experimentation. Wackman. (25%)

Jour 8502 Seminar: Mass Communication Research

Day School

Prereq. Jour 8501, statistics or concurrent reg.

Winter '93

Application of social research methods to theoretical issues and problems in mass communication studies. Emphasis on advanced issues in theory testing, problem definition, sampling and design considerations. Students do project designs and gather data. Faber. (33%)

Jour 8503 Seminar: Mass Communication Research Analysis

Day School

Prereq. Jour 8502, statistics or concurrent reg.

Spring '93

Quantitative analysis of mass communication research. Emphasis on analysis of mass communication multivariate models, and reporting of research findings. Students analyze data from projects conducted in Jour 8502. Tims. (33%)

MARKETING

Carlson School of Management

Departmental contact: Michael Houston, Professor and Chair,
625-2075.

Mktg 3010 Buyer Behavior and Marketing Analysis

Joint Day/Extension

Prereq. DSci 1050 and Mktg 3000 or equiv, and at least 90 credits completed or in progress

Offered every quarter

Identifying and applying secondary and primary data to solve marketing problems. Special consideration is given to consumer and organizational buyer behavior. Topics include survey and experimental research techniques, market segmentation, data analysis, behavior concepts and processes, consumer and organizational decision-making models, and managerial applications of these methods. Childers, John, Ross. (30%)

Mktg 8051 Marketing Research

Day School and Extension

Prereq. basic statistics and grad.

Offered every quarter (day or evening)

Graduate level of survey research methods. Childers, Loken, D., John, Ross. (30%)

NATURAL RESOURCES AND ENVIRONMENTAL STUDIES

College of Agriculture and Natural Resources

Departmental contact: John V. Bell, Assistant Dean of Natural Resources, 624-6768.

NRES 5210 Survey, Measurement, and Modelling Methods for Natural Resources, I.

Joint Day/Extension

Prereq. Math 1142, Stat 3011, computer literacy

Winter '93

Introduction to survey design, measurement concepts, and modelling methods useful in the study of natural resources and environmental issues. Emphasis on data collection and analysis. Ek. (70%)

NRES 5220 Survey, Measurement and Modelling Methods for Natural Resources, II.

Joint Day/Extension

Prereq. Stat 5021 and NRES 5210

Spring 1992 and alternative years

Advanced survey design, measurement concepts and modelling methods for study of natural resources and environmental problems. Burk, Ek. (50%)

POLITICAL SCIENCE

College of Liberal Arts

Departmental contact: John Sullivan, Professor, 624-4305.

Pol 5769 Political Polling

Day School

Prereq. Pol 3766, or Pol 3796, or Pol 5737, or Pol 5738, or Pol 5767, or Jour 3796

(Not offered '92-'93)

The use of polling in political campaigns; assessing candidate images; sample selection; questionnaire construction; impact of question wording; interviewing techniques; telephone polling; analysis of poll data. Sullivan. (95%)

PROFESSIONAL DEVELOPMENT AND CONFERENCE SERVICES

Continuing Education and Extension

214 Nolte Center for Continuing Education, 625-6616.

Psch 076 Designing Questionnaires and Surveys

No Credit

Earl Brown Center

\$145 (does not include lunch)

Offered October 1, 1992 and April 14, 1993

This course helps you construct reliable and valid questionnaires and surveys. Topics include the strengths and weaknesses of surveys, components of a good questionnaire, and differences between needs assessments and evaluation summaries. How to write effective questions, prepare an efficient format, set up response alternatives, conduct the study, and prepare responses for computer analysis. Matross. (100%)

PSYCHOLOGY

College of Liberal Arts

Departmental contact: Eugene Borgida, Professor, 625-3381.

Psy 5202 Attitudes and Social Behavior

Day and Extension

Prereq. Psy 3201 or #

Spring '93

Survey of attitude theory, measurement, and persuasion research in social psychology. Focus on the structure, function, and formation of attitudes; relationship between attitudes and various social behaviors; basic principles of persuasion. Borgida. (25%)

RHETORIC

College of Agriculture

Departmental contact: Earl E. McDowell, Professor, 624-3657.

Rhet 5500 Research in Communication Strategies

Joint Day/Extension

Spring '93

Designed to acquaint students with the fundamental terminology of survey and experimental research. The major focus is on cross-sectional and longitudinal survey designs. McDowell. (80%)

SOCIAL WORK

College of Human Ecology

Departmental contact: Nancy Johnston, Director of Graduate Studies, 624-1892.

SW 8991 Seminar on Research

Day School

Prereq. Doctoral student

Fall '92

First in a series of advanced research methods in social research. The course focuses on fundamental concepts and skills central to the research process, including concepts which are particularly important to survey research. Jones. (40%)

SW 8992 Seminar on Research

Day School

Prereq. Doctoral student

Winter '93

Second in a series of advanced research methods in social research. The course focuses on fundamental concepts and skills central to the research process, including concepts which are particularly important to survey research. Kivnick. (40%)

SOCIOLOGY

College of Liberal Arts

Departmental contact: Katherine Simon Frank, Coordinator of Undergraduate Advising, 624-7326 or 624-4300 or Don McTavish, Professor, 624-4300.

Soc 3801, 3802, 3803 Sociological Methods I, II, III

Day School and Extension

Prereq. basic algebra or Math 0009 (and prior parts of the sequence)

The three-quarter sequence is offered twice a year, starting in Fall and Winter quarters. Extension sequence offered once, starting Fall '92.

The sequence deals with the statistical analysis of data (including computer use, typically of survey data, and research design). During the sequence students conduct surveys and analyze existing survey data, deal with design topics relevant to social surveys and other related methods. (Survey research focus varies with the part of the sequence and instructor.) Anderson, Bian, Leik, McLeod, McTavish. (50% on average)

Soc 5801 Computer Methods in Social Research

Day School

Spring '93

Basic concepts of information processing for social science research; elementary computer programming; practice in the use of computers for data analysis in social science; selected problems of computer usage in sociology. Anderson. (25%)

Soc 5812 Content Analysis

Day School

Prereq. Soc 3803 or equiv or #
(Not offered '92-'93)

Content analysis methods used in social sciences research, emphasizing computer-based developments. Theory, concept, and dictionary formation, interview and data preparation procedures, contextual and conceptual computer analysis, interpretation, integration into quantitative and qualitative research. McTavish. (25%)

Soc 8811 Methods of Social Research

Day School

Prereq. Soc 3802, Soc 3803

Fall '92

Survey research methods; advantages and limitations of methods when applied to specific types of problems. Bian. (33%)

Soc 8812 Intermediate Statistics for Sociologists

Day School

Prereq. Soc 8811

Winter '93

Intermediate-level bivariate and multivariate statistics used in the analysis of survey data. This is part of the graduate sequence, following 8811. Leik. (33%)

Soc 8813 Data Analysis

Day School

Prereq. Soc 8812 or #

Spring '93

Application of multivariate techniques using the computer. Factor analysis, methods of causal analysis, elementary stochastic models, and problems in measurement. Marini. (75%)

Soc 8816 Seminar: Design of Qualitative Research

Day School

Prereq. #

Spring '93

Introduction to the techniques of qualitative research. Discussion of methodological issues, presentation and discussion of ongoing field projects. Cooperman. (25%)

Soc 8817, 8818 Fieldwork and Laboratory Training in Social Research

Day School

(Not offered '92-'93)

Direct experience in the conduct of research in field and laboratory settings. It involves a variety of research techniques. Anderson. (75%)

Soc 8831, 8832, 8833 Measurement

Day school

(Offered periodically, see catalog)

Nature of measurement and its role in theory and research, measurement models and scaling techniques including various survey-style scaling approaches; special problems in measurement analysis. Anderson, Leik. (25%)

SPEECH-COMMUNICATION

College of Liberal Arts

Departmental contacts: David Rarick, Associate Professor, 624-9349; Donald Browne, 624-5800; or Scott Poole, Associate Professor, 624-2808.

Spch 3501 Introduction to Communication Research Methods

Day School

Prereq. Spch 3401 or #

Winter '93, day

Spring '93, Extension

An introduction to quantitative research methods in speech-communication, including design of communication experiments, surveys, interaction coding, content analysis, observational research, and relevant statistical methods.

Spch 8501 Seminar in Survey Research in Speech Communication

Day School

Prereq. Jour 8001 or #

Winter '93

Basic methods of survey research (sampling, questionnaire design, interviews). Each student conducts a small scale survey relevant to own interests in the field of communication. Staff. (100%)

STATISTICS

College of Liberal Arts

Departmental contact: Frank Martin, Associate Professor, 625-4214.

Stat 5201 Sampling Methodology in Finite Populations

Day School

Prereq. Stat 3091 or Stat 5021 or Stat 5121, or #

Spring '93

Simple random, systematic, stratified, and unequal probability sampling. Ratio and regression estimation. Multistage and cluster sampling. (100%)

Stat 5211 Theory of Sample Surveys

Day School

Prereq. Stat 5122 or Stat 5133

(Offered when feasible)

Mathematical treatment of survey sampling, including stratified and multistage sampling, models for nonsampling errors. (100%)

Stat 8221 Topics in Sampling

Day School

Prereq. Stat 5132

(Not offered '92-'93)

Basic and advanced sampling including the role of the likelihood principle in sampling theory and Bayesian approaches to sampling. Meeden. (100%)

Stat 8931 Advanced Topics in Statistics

Sampling theory offered once a year by arrangement and schedule of interest.

Prereq. Stat 5131, Stat 5132, Stat 5133 and Stat 5201 or equiv.

Typically limited to graduate standing in statistics.

Winter '93

VOCATIONAL AND TECHNICAL EDUCATION

College of Education

Departmental contact: Mary Gupta, Exec. Secretary, 624-7485.

AgEd 5055 Methods in Farming Systems and Research and Extension

Cross listed with Agro 5055. See Agronomy and Plant Genetics for course information.

AgEd 5247 Evaluating Extension Education

HEEd 5247 See Agriculture, Forestry, and Home Economics for course information.

VoEd 5200 Evaluation of Local Vocational Education Programs

Extension

Fall '92

Procedures and experience in use of instruments for conducting program evaluations for teachers, administrators, and state department personnel. Krueger. (35%)

VoEd 5900 Using Vocational Education Research

Day School

Prereq. admission to grad level program or #

Winter '93

An introduction to the role of vocational education research in professional practice; significant problems of practice for research; alternative modes of research; and synthesis and application of the results of research. Leske, Wardlow. (25%)

VoEd 8910 Positivistic Research in Vocational Education

Day School

Prereq. VoEd 5900 or equiv, VoEd 8100 or equiv

Fall '92, Winter '93

Assumptions, procedures for, and considerations in planning and conducting positivistic research in vocational education. Lambrecht, Moss. (25%)